



CREATIVE EUROPE - MEDIA

Distribution and Sales Agents

KEY ELEMENTS

- To increase competitiveness of European companies and European films in global market
- To encourage circulation of European films across Europe
- To reinforce links between distribution and production

KEY ELEMENTS

3 schemes:

- Distribution schemes:
 1. Selective
 2. Automatic

- Sales agents scheme

WHO CAN APPLY ?

➤ **Selective and Automatic schemes**

- European distributors who hold the distribution rights for the film and who will carry out the distribution of the film

➤ **Sales Agents scheme**

- European sales agents who are appointed for the international sales of non-national European films



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SELECTIVE SCHEME

KEY ELEMENTS

- Fund pan-European campaigns for the distribution in minimum 7 European countries of non-national European films
- Focus on small budget films and films from low production capacity countries
 - ➔ promote the diversity of the European film industry
- Available budget: € 8M

AWARD CRITERIA

- Focus on the quality of the grouping and the potential for the film to reach the widest possible audience
- Positive discrimination for films produced in low production capacity countries
- Special attention to live-action children's films

What are the major changes?

➤ 2 deadlines per year instead of 3



possibility to release the film as from the submission of the application

In 2014: 28 February and 2nd July 2014

In 2015: Dec and June



What are the major changes?

- Lump sums instead of budget based grants:
 - No more budget form
 - Lump sum based on the number screens
 - Evaluation Committee assesses the project and decides on the lump sum

What are the major changes?

- Film production budget:
Max.10M € for films from DE, ES, FR, IT, UK
- Groupings of at least 7 distributors for both categories (Medium and Small)
- Coordinator of the grouping = sales agent

What are the major changes?

- Simplification of the award criteria (3 instead of 12)
- Automatic selection of the live-action children's film obtaining the highest score under the award criteria
- Possibility to join an existing grouping is restricted
 - Only on previous selection
 - Not for distribution in IT, DE, FR, ES and UK

What are the major changes?

➤ Reporting

MEDIA 2007-2013	CREATIVE EUROPE
Budget-based	Screen-based
Release report	Release report
Royalty Statement	Royalty Statement
Financial Statement	Activity Report
Audit certification	Evidence on outputs

What are the major changes?

- Calculation of the final grant
 - **MEDIA 2007-2013:**
 - Max 50% of the final eligible costs
 - Comparison with forecast budget
 - **CREATIVE EUROPE:**
 - Number of screens actually outreached
 - Lump sum corrected if less than forecast



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AUTOMATIC SCHEME

KEY ELEMENTS

- Support based on companies performance
- Encourage distributors to reinvest in new European films
- Focus on European films with market potential
- Available budget: € 22,7M



AWARD CRITERIA - Automatic scheme

2 stages scheme:

1. Generation: on basis of the company's performance the previous year, a fund is calculated and available to distributors for reinvestment

2. Reinvestment in new European films:

- Co-production
- Minimum guarantee
- Promotion and advertising costs

What are the major changes?

- Decrease the number of very small grants:
 - Revision of the minimum thresholds for each country
 - Generation stage
 - Reinvestment stage
 - No possibility to report the fund to the next year



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SALES AGENTS SCHEME

KEY ELEMENTS

- Support based on companies performance
- Encourage reinvestment in new European films
- Encourage promotion of new European films
- Available budget: € 2,75M

AWARD CRITERIA

2 stages scheme:

1. Generation: on basis of the company's performance the previous year, a fund is calculated and available to sales agent for reinvestment

2. Reinvestment in new European films:

- Minimum guarantee
- Promotion and advertising costs



What are the major changes?

Increased budget for increased impact

Generation stage:

Revision of the award criteria: for smaller actors to join

Revision of the calculation of the fund – increased budget



What are the major changes?

Increased budget for increased impact

Reinvestment stage

Increase of the co-financing rate to 60% for MGs where the license agreement has been signed before completion of the principal photography of the film

General

- Electronic applications for all and prior registration of company data
- Simplification of the budget templates
- Grant Decision for all beneficiaries that are based in the EU (*Vs.* grant agreements)
- Consolidation of <60k projects



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Thank you for your attention